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UNITED STATES DEPARTMENT OF AGRICULTURE
EXTENSION SERVICE
Washington 25, D.C.

Reserve

NATIONAL HOME DEMONSTRATION WEEK
May 5-12, 1946

Suggestions for State and County Activities

National Home Demonstration Week provides an opportunity to inform many people of the resources of the Extension Service and land-grant colleges that are available to them through home demonstration work. It also provides an opportunity to obtain wider recognition of some of the most important problems that affect rural families. Successful results may be used to illustrate the benefits of home demonstration work to rural families. The theme, "Today's Home Builds Tomorrow's World" may be used with additional slogans to relate home demonstration work to family, community, national, and international welfare.

Several States have already set up committees of State leaders, supervisors, specialists, and editors, working on plans for the Week. Perhaps the following suggestions may be helpful to you in developing plans for State or county activities.

General -

1. Point up problems of rural families and communities that home demonstration programs can help to solve, such as improved housing, health, nutrition, clothing management, family relationships, and financial planning; in press, radio, and in meetings.
2. The Week may be used as a stimulus to -
 - a. Program planning.
 - b. Enlisting new leadership.
3. Inform county extension workers and arrange for their participation.
4. Farm organizations, civic groups, women's clubs, and other interested groups and individuals may be informed and their cooperation solicited.
5. Since May 5-12 is also National Family Life Week, the support of rural ministers may be enlisted.

Press and Radio -

1. Statements from the governor and from outstanding rural leaders may be used in press and radio releases.

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2. Newspaper editors can be encouraged to assist by -
Giving wide publicity to programs now under way.
Running stories of solutions to major family or community problems through home demonstration work.
Special feature articles.
Special illustrated editions.
3. Radio stations could be asked to cooperate by using -
Special programs and announcements.
Talks or interviews by local women.
Talks or interviews by State or county officials.
Releases supplied by extension workers.
Programs for special listening groups.

Meetings -

1. Special luncheons or dinners featuring home demonstration work.
2. County or community achievement programs with exhibits illustrating home demonstration work.
3. Special recognition of local leaders, featuring their contribution to their communities.
4. Special programs in home demonstration groups during Home Demonstration Week.
5. Local groups listen to home demonstration programs on national networks.
6. Home demonstration workers or local leaders might speak before local organizations. Perhaps some foreign students who are studying extension work might speak on what home demonstration work can do in their own countries.

Exhibits, Posters, and Others -

1. Exhibits of home demonstration work at meetings, in stores, banks, and other public places.
2. Special shopping days with home demonstration work featured in advertisements.
3. Posters when feasible; 4-H Clubs and schools may wish to prepare them.
4. Local motion-picture houses may run theme and call attention to home demonstration work on the screen during the Week.
5. Any special State, county, or community goals may be featured in many ways.
6. Records of activities should be kept for use in compiling reports.

Copies sent to State extension directors, State home demonstration leaders, and State extension editors.

